Results

K-means Clustering

(block 1 only, all SDs, 5 clusters)

● Instructions

Clustering vector

Sum of squares Table

	Value
Cluster 1	383
Cluster 2	780
Cluster 3	373
Cluster 4	846
Cluster 5	732
Between clusters	2635
Total	5749

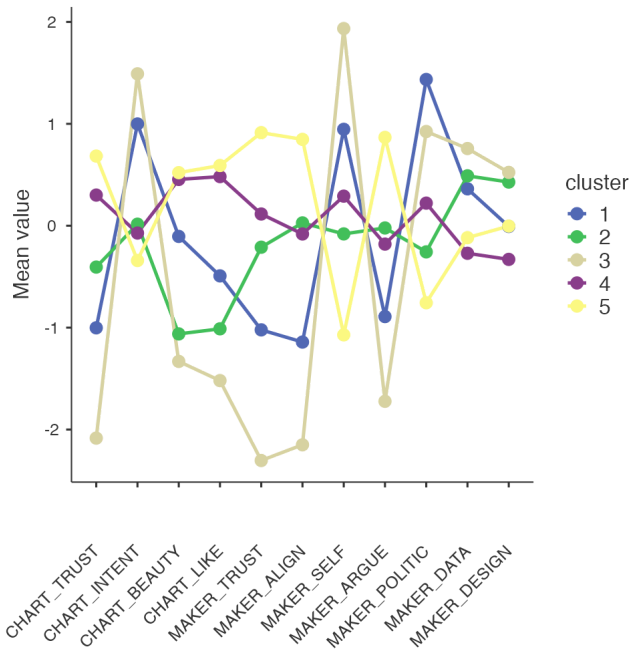
Clustering Table

Cluster No	Count
1	62
2	118
3	42
4	152
5	101

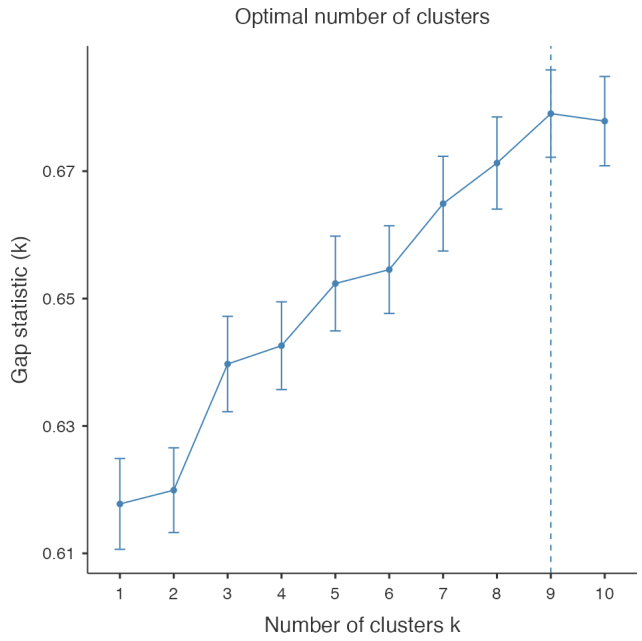
Centroids of clusters Table

	CHART_TRUST	CHART_INTENT	CHART_BEAUTY	CHART_LIKE	MAKER_TRUST	MAKER_ALIGN	MAKER_SELF	MAKER_ARGUE	MAKER_POLITIC	MAKER_DATA	M
1	-1.002	0.999	-0.105	-0.492	-1.022	-1.142	0.946	-0.892	1.435	0.362	
2	-0.406	0.015	-1.062	-1.012	-0.211	0.028	-0.080	-0.022	-0.257	0.490	
3	-2.084	1.491	-1.332	-1.520	-2.304	-2.150	1.935	-1.723	0.925	0.757	
4	0.301	-0.072	0.454	0.482	0.115	-0.081	0.290	-0.180	0.222	-0.271	
5	0.684	-0.341	0.521	0.591	0.913	0.847	-1.071	0.867	-0.756	-0.117	

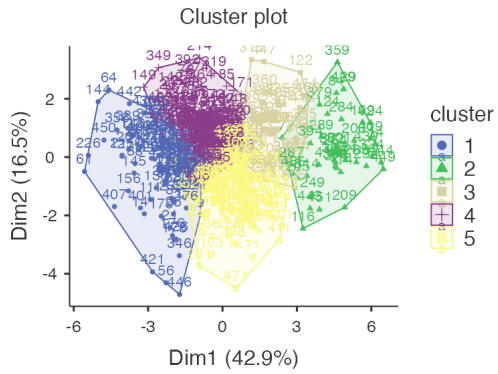
Plot of means across clusters



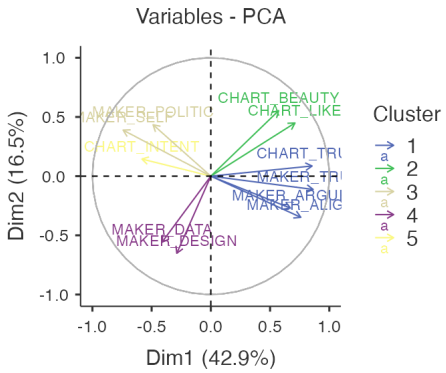
Optimal number of clusters



Cluster plot



Variables-PCA



Silhouette index

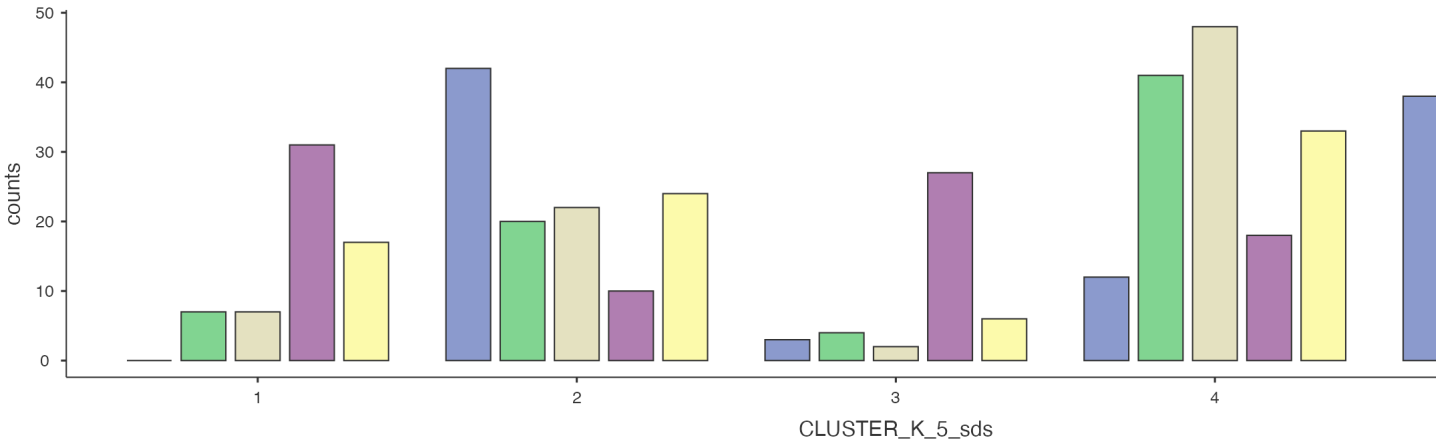
Cluster No.	Silhouette index

Descriptives

Plots

CLUSTER_K_5_sds

(which images are classified in which cluster)



Exploratory Factor Analysis

Factor Loadings

	Factor			
	1	2	3	Uniqueness
MAKER_SELF	-0.843			0.29459
MAKER_ALIGN	0.807			0.28935
MAKER_POLITIC	-0.628			0.68877
MAKER_TRUST	0.507	0.457		0.23837
MAKER_ARGUE	0.438			0.60447
CHART_TRUST		0.900		0.12231
CHART_INTENT		-0.545		0.65288
CHART_BEAUTY		0.471		0.71242
MAKER_DATA		-0.457	0.407	0.59994
MAKER_DESIGN			1.003	0.00500

Note. 'Maximum likelihood' extraction method was used in combination with a 'oblimin' rotation

Factor Statistics

Summary

Factor	SS Loadings	% of Variance	Cumulative %
1	2.45	24.5	24.5
2	2.08	20.8	45.2
3	1.27	12.7	57.9

Inter-Factor Correlations

	1	2	3
1	—	0.616	-0.0171
2		—	-0.2619
3			—

Model Fit

Model Fit Measures

	RMSEA 90% CI				Model Test		
RMSEA	Lower	Upper	TLI	BIC	χ^2	df	p
0.0966	0.0784	0.116	0.902	-13.1	97.8	18	<.001

Assumption Checks

Bartlett's Test of Sphericity

χ^2	df	p
2091	45	<.001

KMO Measure of Sampling Adequacy

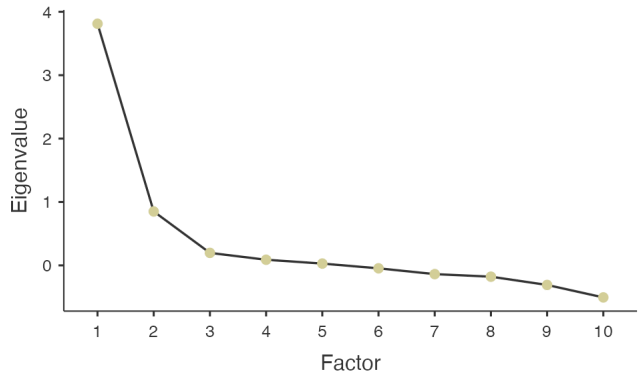
	MSA
Overall	0.833
MAKER_DESIGN	0.613
MAKER_DATA	0.687
MAKER_POLITIC	0.871
MAKER_ARGUE	0.920
MAKER_SELF	0.884
MAKER_ALIGN	0.862
MAKER_TRUST	0.859
CHART_BEAUTY	0.743
CHART_INTENT	0.818
CHART_TRUST	0.832

Eigenvalues

Initial Eigenvalues

Factor	Eigenvalue
1	3.8120
2	0.8505
3	0.1973
4	0.0892
5	0.0286
6	-0.0464
7	-0.1376
8	-0.1780
9	-0.3086
10	-0.5051

Scree Plot



K-means Clustering

WITH 3 EFA variables as input, K=2

● Instructions

Clustering vector

Sum of squares Table

	Value
Cluster 1	315
Cluster 2	528
Between clusters	475
Total	1318

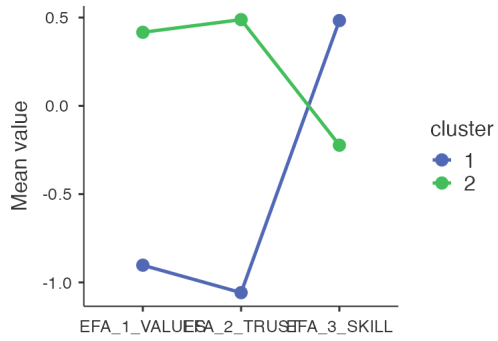
Clustering Table

Cluster No	Count
1	150
2	325

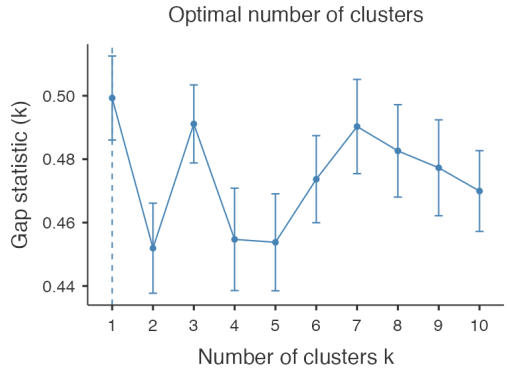
Centroids of clusters Table

	EFA_1_VALUES	EFA_2_TRUST	EFA_3_SKILL
1	-0.902	-1.058	0.483
2	0.417	0.488	-0.223

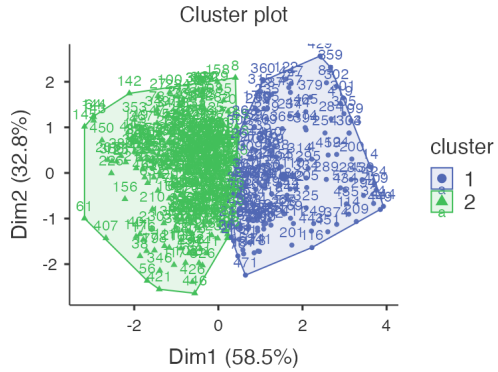
Plot of means across clusters



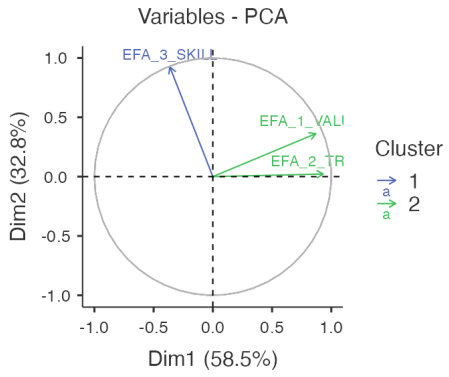
Optimal number of clusters



Cluster plot



Variables-PCA



Silhouette index

Cluster No.	Silhouette index

Descriptives

Plots

CLUSTER_K_2_EFAS

STIMULI (vs) EFA K-means clusters (k=2)